

DUNCAN HARRIST

duncanhar@gmail.com (405) 762-2338 Austin, TX

SUMMARY

Experienced marketing content developer, researcher, and trainer with a degree in neuroscience. Ready to help companies connect with customers, produce and market great products, manage social media, and create training programs.

WORK EXPERIENCE

Salient Systems

Aug. 2014 – Present

Marketing Content Specialist

Austin, TX

Promoted to Marketing Content Specialist in Sept. 2018 to reflect expanded job responsibilities

- Created a proof-of-concept and brought video production in-house instead of outsourcing
 - Reduced monthly costs by over 50%
- Enabled the sales team by coordinating product content and highlighting case studies
- Created social media content within brand guidelines to grow brand awareness
- Wrote scripts and made storyboards for marketing videos to articulate benefits of the product
- Worked with team members by editing their video scripts and generating website copy
- Conducted outreach and used surveys to evaluate customer experience and improved customer satisfaction by designing new training materials

Summer Science Academy

Jun. 2009 – Jun. 2013

Web Design Instructor

Stillwater, OK

Taught principles of web design to high school students

- Planned and led group web design activities as camp counselor
- Created camp website in HTML, CSS and administrated Web and FTP server

Health Marriage Resource Center

Jun. 2008 – Aug. 2008

Database Manager

Stillwater, OK

Constructed online database of empirical and popular press literature

- Populated online database with relevant content
- Managed relationships with publishers to obtain and manage copyright documentation
- Worked with team members to develop workflow protocol

EDUCATION

University of Oklahoma

December, 2012

Bachelor of Science in Multidisciplinary Studies: Neuroscience

Norman, OK

SKILLS & INTERESTS

- **Skills:** Pre/Post video production, editing: color correction, chroma key compositing, sound design, encoding, drone videography, asset management; research, storyboarding, script writing; voice over; Adobe Creative Cloud: Premiere, After Effects, InDesign, Photoshop, Adobe Captivate; Social media distribution using YouTube, Facebook, Google AdWords and Twitter; proficient on Mac & PC; business-to-business video, corporate video, brand video;
- **Interests:** Multi-instrumentalist/singer-songwriter active in Austin, TX since 2015